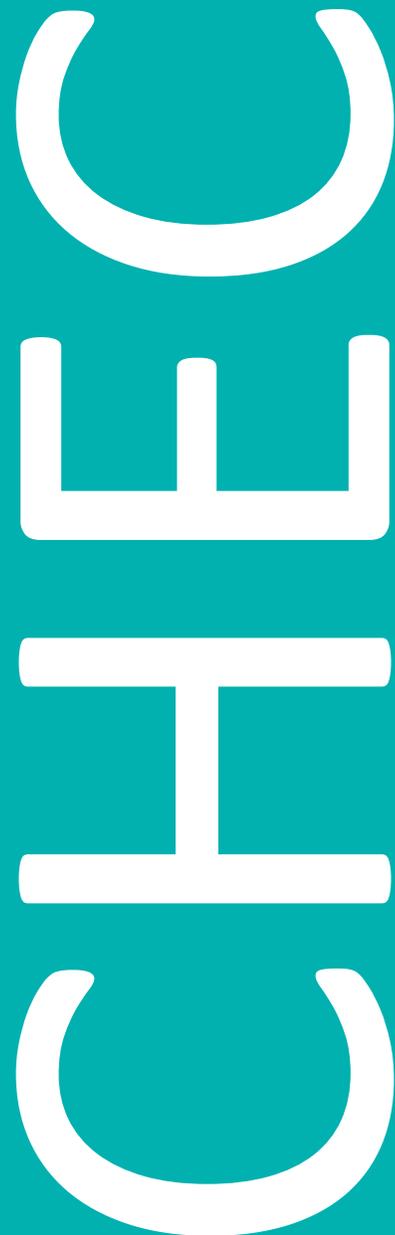


**Virtual
Comprehensive
Outreach
Education
Certificate Program**



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COMPREHENSIVE OUTREACH EDUCATION CERTIFICATE PROGRAM (COEC)

ALL Core Trainings + 6 Health Modules = 1 Comprehensive Outreach Education Certificate

The Comprehensive Outreach Education Certificate is a two-part training program that introduces Community Health Workers (CHWs) and other frontline health workers to a way of understanding health from a public health perspective. The training encourages participants to become proficient in a variety of health issues affecting diverse communities. The trainings emphasize three skills needed to do effective outreach: interventions such as conducting educational sessions at community sites and to various cultural groups; proficiency in providing information and referrals on a range of health topics; and shaping health messages to meet cultural and linguistic needs of target populations.

- All CORE trainings will be held via Zoom.
- To complete the COEC program and receive a certificate of completion, one must attend all CORE sessions, in addition to a choice of six health modules.
- The health modules will be self-guided online trainings via our learning management system. Guidelines will be provide upon registration.
- Enrollment is open to CHWs and other public health professionals employed at community health centers, hospitals or other community based organizations doing some form of outreach education.
- No training replacements will be accepted. Participants must attend the full length of the training session and actively participate to receive credit.
- Participants and their employers will be held to CHEC's training policies. CHEC's Policy Agreement must be read and acknowledged by both attendee and supervisor to complete the registration process.
- Commitment to attend and complete all required training assignments is expected.
- Registration confirmation is valid only when attendee has received direct communication from a CHEC staff member verifying all expectations have been met.
- Payment is due at the time of registration, unless other arrangements have been made between CHEC and with the trainee's employer.

This training is funded by the MassHealth Delivery System Reform Incentive Payment (DSRIP) Statewide Investment program through the Commonwealth of Massachusetts Executive Office of Health and Human Services. The grant program is administered by Commonwealth Corporation.



With support from:
Greater Lowell Health Alliance



CORE TRAININGS

– Open to everyone, including those not enrolled in the COEC program.

PART I: CORE TRAININGS aim to improve participant’s skills in areas crucial to achieving positive outcomes through outreach and engagement in their community.

Introduction to Outreach Education

Thursday, March 18th, 2021

This session introduces the practice of Outreach Education, building upon your current knowledge, ideas, and expectations. In addition, this introductory session orients you to the goals, content, and expectations of the Core Outreach Education Certificate (COEC) program.

CHW Code of Ethics and Mandated Reporting

Tuesday, March 23rd, 2021

Through this course, CHW’s will define, discuss and review the CHW Code of ethics and leave with a greater understanding of its importance. Participants will also learn basics on mandated reporting and their role in mandated reporting.

Motivational Interviewing

Thursday, March 25th, 2021

Trying to make people change on any timetable other than their own often results in resistance or push back, and can interrupt the natural course of change. Motivational interviewing is a directive, person-centered counseling style that helps increase a person’s internal motivation toward change, by helping the individual explore and resolve ambivalence (Miller and Rollnick, 2002).

Assessment Techniques

Tuesday, March 30th, 2021

Increase your ability to assess your clients’ needs appropriately, by broadening your awareness of contextual factors that influence individual behavior. Expand your understanding of formal assessment methods and strategies to participate in community needs assessments and planning outreach programs and activities.

Care Coordination & Team-Based Care

Thursday, April 1st, 2021

Learn more about collaborating with community resources and how improved coordination with outside sources can lead to improved patient care outcomes. Participants will also explore ways to strengthen teamwork and discuss how the expansion of support staff roles contributes to quality patient care management.

Leadership Skills

Tuesday, April 6th, 2021

This session is designed to increase your leadership capabilities by obtaining a structured way to think about and pursue the development of leadership principles, skills, and characteristics.

Community Organizing

Thursday, April 8th, 2021

This session is designed to provide you with the community organizing tools and resources that can be used to improve community health. This session fosters an awareness of the powerful potential of community involvement in health-related issues and the critical role that you can play in effecting change.

Health Benefits

Thursday, April 15th, 2021

Learn all you need to know about health insurance benefits including how the Affordable Care Act (ACA) has improved the health insurance marketplace in Massachusetts, changes related to coverage due to ACA, details of the ACA's impact on Massachusetts consumers, and key messaging strategies to talk to people about health insurance options.

Harm Reduction and Prevention

Tuesday, April 20th, 2021

This class will explore the role of harm reduction and prevention in dealing with aspects of addiction. Emphasis will be placed on meeting clients and patients facing addiction “where they are” while working with them on developing relationships and empowerment. Current drug use trends and tips developed by drug users will be explored. Guidance with cultural competency and issues with stigmatization of drug users will be covered.

Public Health

Thursday, April 22nd, 2021

Build your understanding of public health, the public health system, and your current role within the system. See your work within its larger context, think critically about the complex nature of public health problems and causes, and consider how they might effectively contribute to aspects of public health beyond service delivery.

Cross-Cultural Communication

Thursday, April 29th, 2021

Raise your awareness of the role culture plays in your clients' conception of health, become prepared to engage your clients in a manner that is culturally appropriate and respectful, and gain tools for delivering health education that reaches across cultures and encourages change in clients' behaviors.

Outreach Education I & III

May 5th and May 6th, 2021

Building your experiences in conducting Outreach Education, Day 1 provides a forum for discussing outreach strategies and methods relevant to particular populations. On Day 2, learn to apply a framework for identifying appropriate strategies to a particular population in teams, while simultaneously building collaborative relationships with colleagues. Practice skills and provide a foundation for further discussion of successes, challenges, and development directions.

To register for courses, please click here:

[COEC Registration Page](#)

CHEC POLICY AGREEMENT

Both participants and their direct supervisors must provide acknowledgement of agreement via email to show that they fully understand and agree to comply with CHEC's training policies and procedures. CHEC reserves the right to establish and modify the training policies and fees as deemed necessary.

REGISTRATION

- I. Priority will be given to Community Health Workers serving the Northeast Region of Massachusetts.
- II. Registrants must meet eligibility criteria, complete registration forms, and submit training fees.
- III. Training fees are due at the time of registration and are non-refundable and non-transferable. Each individual training in the catalogue can be taken for \$30. Acceptable forms of payment include company checks (made payable to Lowell Community Health Center-CHEC), and credit cards. Cash and personal checks are NOT accepted.
- IV. Non-registered individuals and those with incomplete registrations will not be allowed in the trainings.
- V. Participants will be notified by phone, or e-mail, to confirm their registration and receipt of payment. Participants will be contacted by CHEC staff prior to training date. Registration confirmation will be valid only when registrants have been contacted directly by CHEC staff.
- VI. Participants will be accepted on a first-come, first-served basis, following completion of registration.

PARTICIPATION

- I. All CORE trainings will begin on time and will be held via Zoom.
- II. Participants who arrive after the training has started will be allowed to enter the training only at the discretion of CHEC staff.
- III. Participants must notify CHEC of any cancellations 72 hours (or 3 days) prior to any training. CHEC will not refund training fees under any circumstance, including cancellations.
- IV. Participants must attend training for the full duration of a session to receive credit for the day.
- V. For trainings with multiple parts, participants must attend all relevant sessions and complete all training assignments to receive full credit.
- VI. The Comprehensive Outreach Education Certificate Program (COEC) must be completed within three (3) consecutive cycles. The certificate will be awarded upon completion of **all the Core trainings & 6 health modules**.
- VII. Cellular telephones must be turned off or put on silent mode during training. Calls should be made or answered only during breaks, except in case of emergency. Please restrain from distractions while in the training.

SPECIAL ACCOMMODATIONS

- I. Any special arrangements (such as ASL interpreters) must be requested four weeks prior to any training.
- II. CHEC is handicap accessible for in person trainings.

EMERGENCY CLOSING

- I. In the event of inclement weather conditions, please call the Health Center at 978.937.9700. A weather update will be posted by 7:00 AM with information on delays, cancellations, or closings. (In person trainings)
- II. In the event of an emergency cancellation of a training, participants will receive an email notification as soon as CHEC is informed.